

Executive ...
11-2607a

cc:
Mr. Joseph Shipley
 National Committee on Education in the Public Arts
 29 West 46 Street
 New York 36, N.Y.

Dear Mr. Shipley:

Mr. Dulles is out of Washington and, in his absence, I have discussed your letter with some of our people.

Your suggestion involving Mr. Kulanday is an interesting one which would seem to fall within the purview of the United States Information Agency. I am told that Mr. Kulanday is a local employee of the Press Section of the U.S. Information Service in New Delhi and it would seem appropriate for him to discuss this idea with USIS in India.

Your suggestion for a training school parallels rather closely the long-term programs of the Department of State's Foreign Service Institute. Although this Institute limits attendance to governmental employees, it has broadened the range and scope of its programs in recent years to satisfy certain of those objectives which you cite. Should you be interested in discussing your idea with those who are working on problems of this sort, you may wish to communicate with the Institute.

I am sure Mr. Dulles would wish to thank you for your continuing interest in our work and in the programs of the U.S. Government and I shall call your letter to his attention upon his return.

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DDP/PP: [REDACTED]

(9 Apr. 1959)

Sincerely,

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Distribution:

Orig. - Addressee

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2 - Signer

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1 - DDP

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Executive Officer

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NATIONAL COMMITTEE ON EDUCATION IN THE PUBLIC ARTS

29 West 46 Street, New York 36, N. Y.

JUdson 2-1094

25 March, 1959

Joseph T. Shipley
Director

Dear Mr. Dulles:

The gathering concern of the U.S.I.A. and Director George V. Allen over the "huge Soviet shipments of cheap volumes abroad" makes Mrs. Shipley (Shirley Hector) and me think it worth bringing to the foreground of your attention a point that we mentioned but incidentally when we talked with you, and wrote to you, last year.

There is no question that a great influx of inexpensive American books should pour into many countries, of which India is perhaps the most important -- both because of her size and significance, and because of the Communist strength already there. It seems unlikely that appropriations will permit an adequate flow. Even the most generous funds, however, would leave untouched an avenue of exploitation the Russians are using to the full.

The Communists, as we discovered during our trip to India, are aiming especially at two groups: students and soldiers. We have reached the first, to some degree; the second, not at all.

India has a law -- a sensible one; perhaps we have it too -- that no books, pamphlets, periodicals of a foreign government may be distributed to the armed forces. But -- such works are written in quantity by Indian Communists, printed in native shops, and freely distributed.

Victor Kulanday (a wholly trustworthy and devoted friend and anti-Communist, as your Delhi U.S.I.S. well knows) has told us that:

1) he knows a number of competent natives, friendly to the United States, eager to discuss and present current issues from the democratic point of view. Newspapers refuse, or scantily handle, such material.

2) For about \$1,000 a month, a pamphlet a month -- printed in English and separately in one native tongue -- could discuss any immediate urgency or a basic issue.

3) Coming from the pen of, and with the imprint of, Indian nationalists, such pamphlets would

- a) circulate freely
- b) be in a form to which the Indians are accustomed
- c) not be dismissed as Western propaganda
- d) be attuned to current concerns, and win attention and discussion

e) come out quickly, as needed to counteract Communist propaganda, to explain world events, and give proper emphasis and attitude toward American contributions to underdeveloped countries.

Mr. Kulanday knows how and with whom to work, to get the pamphlets to the most strategic places.

Such an avenue of presentation, of the American point of view through native writers, would supplement not replace the other efforts. Its many advantages seem to me too clear to require further elaboration. Red tape and petty priorities should not be allowed to stand in its way. The cost is to little, the possibilities so great, that this instrument should be fully utilized.

Very sincerely yours,

Joseph T. Shipley
Established, 1953, for the promotion of cultural values in and through the theatre, motion pictures, radio, and television.

I cannot forbear, since I am writing to you, putting before you also a long-range project that seems to me vital to our proper development in international relations. There have already been set up, in Washington, various training schools for our future representatives abroad. There should, I believe, be one more.

Top-ranking college graduates in the humanities, who have manifested an aptitude in languages, should be drawn to this school. (They should be paid a salary while taking the course, which can be made one or two years, as found appropriate.) They should be assigned a language and country, according to the considered needs of our government: six to Turkish, four to Persian, twenty to Hindi, two to Pushtu, four to Urdu, or the like. While studying the language (with a native, in thorough concentration, as during the War) they also study the history, civilization, culture, and present problems of the assigned country.

On entering the school, students sign to spend four years in the country of their assignment, in the consular service, or as Embassy secretaries, cultural attachés, etc.

Such a school would have far-reaching advantages.

1) It would send increasingly well informed and understanding persons to our many posts abroad.

2) It would win greater friendliness, because of our evident concern and respect for the culture and language of the land.

3) It would tend to reduce "the ugly Americans" -- of whom you know there are too many in foreign posts.

4) It would tend gradually to replace political appointments with trained and earnest career men and women.

Some of the workers would continue in government service. Others would find later careers, outside the government posts, as experts in the affairs of their assigned nation, in commercial or industrial fields, or teaching in the United States. We need informed teachers in many fields of world culture.

This is, of course, just the slightest sketch. But I feel that such a school might ultimately effect a truly significant (and sorely needed) improvement in the quality of our workers, and thence of our relationships, abroad.



Joseph T. Shipley
29 West 46 Street
New York 36, N.Y.